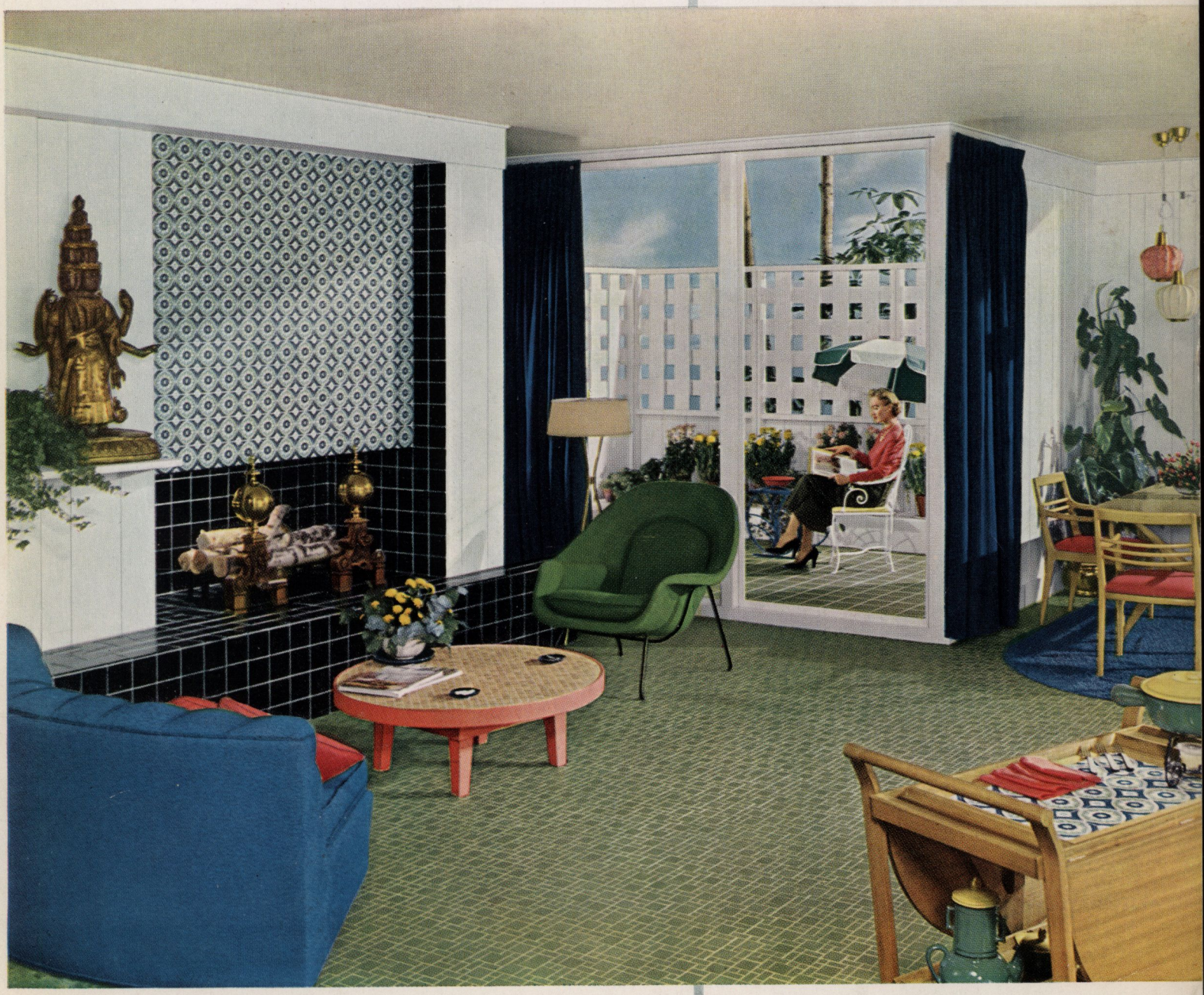
The Idea Book OF TILE



BOOKLET 400

AMERICAN-OLEAN TILE COMPANY
Lansdale, Pennsylvania
Factories: Lansdale, Pennsylvania
Olean, New York

YOUR BUDGET

can include real clay tile

Whether you're starting out or doing over, there's a place for tile in your home —and in your budget. Some people may think tile is expensive simply because it is found in the best homes. Actually, tile can be included in the budget for the vast majority of houses. For example, the beautiful tiled floor shown in the room on the front cover of this book costs less, including installation, than many wool carpets, without installation.

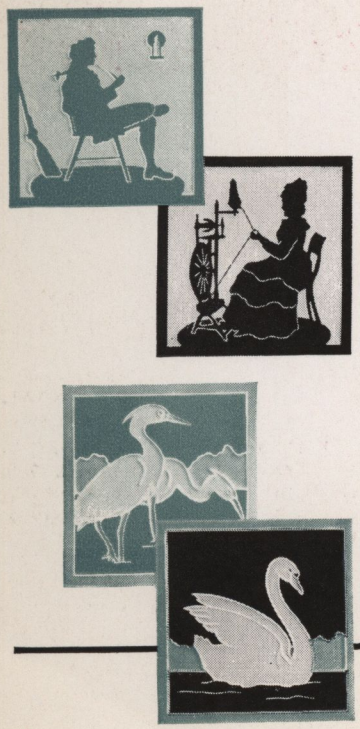
So you see, it's largely a matter of *how much tile* you can afford. If you are working to a close budget, concentrate first on tile for your bathrooms and kitchen, where its advantages over other materials are beyond dispute.

Wherever you use tile, it takes care of itself. It shines right back at the sun, year in, year out and it won't fade, stain, or streak. Because you never have to repaint or replace tile, you'll save its cost many times over!

YOUR PLANS

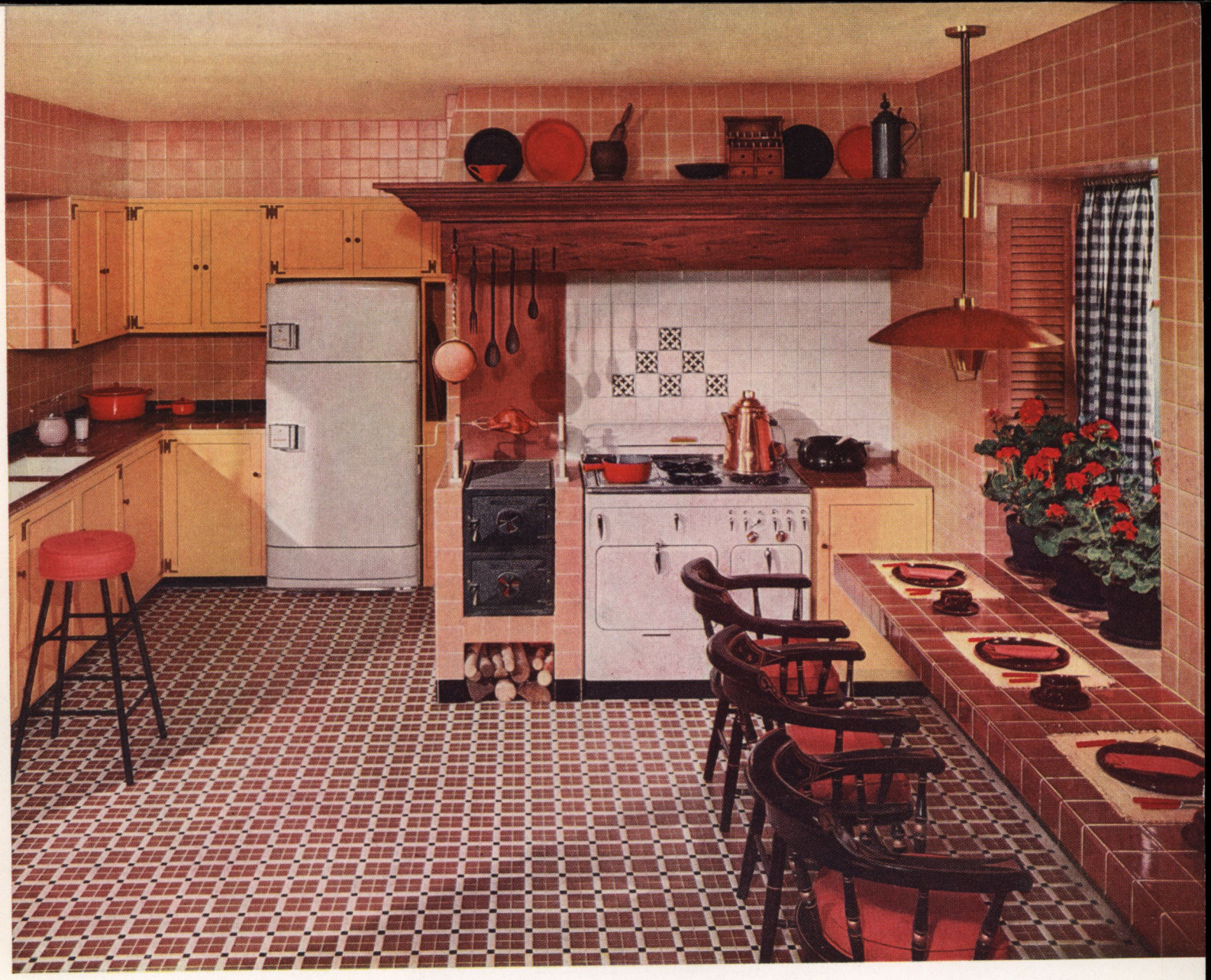
can include American-Olean Tile

American-Olean offers you a rainbow of beautiful colors and a wonderful collection of eye-catching hand-decorated inserts. Your own imagination—and this booklet—will suggest many uses for tile in your home. And the nice thing is that you can adapt these ideas to fit your own floor plan and your own budget.



ON THE COVER—Wouldn't it be thrilling to have a living room as smart looking as this? And what a distinctive touch the decorative tile gives to the fireplace! Yet actually the tile in this room is a very simple installation. With American-Olean Tile, high-style decorating is both easy and practical—in big or little homes. And taking care of tile is so easy—no waxing, no polishing, ever!

TILE SPECIFICATIONS: Color Plate No. 43. Walls: 99 Ebony. Panel over Fireplace: Hindu H48-C508. Floor: Random Pattern, Dark Olive Textone. Terrace: Pavers, Dark Olive Textone. Server: Hindu H48-C508. Coffee Table: Golden Range Varitone Squares.



This kitchen takes care of itself

These smart colors laugh at butterfingered small fry, over-enthusiastic chefs, and every-day kitchen wear and tear. Use American-Olean Tile to fill your kitchen with the most modern ideas. Watch your dreams come true, whether they're elaborate or modest.

The tile-enclosed barbecue stove is a joy to have, and the tile-lined woodbox underneath is insect-proof. Tiled areas behind and around the stove and the range can't be hurt by heat or splattered grease. Tiled window sills and counter tops are stain-proof, waterproof, and sunfast.

TILE SPECIFICATIONS: Color Plate No. 35. Walls: 60 Persimmon. Base: 49 Gloss Black. Counter Tops: 34 Berry Brown. Range Back: 47 Brite White. Decorative Insert: H54-C142. Floor: Large Plaid; Black, White, Rust Brown.

No more waxing — ever!

How smart can a smart bathroom be?

TILE SPECIFICATIONS: Color Plate No. 41. Walls: 92 Larkspur. Decorative Insert Band: Seaweed H59-C509. Sink Back: 52 Daffodil. Counter Top and Shower: 47 Brite White. Soap Recess over Tub: 52 Daffodil. Heron Decorative Panel: L18-C8, Larkspur, White, and Gentian. Floor: Canary Shadowflash with glazed Royal Blue Stripe.

Shower-bath songbirds and pint-sized porpoises may frolic to their heart's content—yet your A-O Tile bathroom can be boudoir-pretty again in a matter of seconds!

With A-O Tile, your color palette is practically limitless—you can plan subdued or dashing decorative schemes with ease. You can design built-in conveniences that need no extra care—and walls tiled to the ceiling cost little more than partly tiled walls.

Steam and water can't harm TILE!

Convenience comes naturally with TILE

When you have tile you save so much work that you have a lot more time for the pleasanter things. All you ever have to do to keep tile bright is wipe it with a damp cloth. Tiled counter tops can't be harmed by hot irons, strong bleaches, or prolonged exposure to moisture.

TILE SPECIFICATIONS : Color Plate No. 44. Walls: 26 Clover Red. Counter Tops: 81 Spruce Green. Floor: Lattice pattern, Gray Granite, White, Black.

Tile is lovely to look at, pleasant to walk on, easy to care for.

One of the finest ways to make your work more enjoyable is to make it easier. It's much easier, for example, when you have a tiled area above and beside your range and oven, because tile is so simple to keep bright and spotless. It's safer, too, because tile counter tops won't scorch when you rest hot utensils on them.

How to enjoy your work...

There are lots of ways you can make your work easier with tile. A tiled slot behind your sewing machine lets your finished work glide through, and keeps it out of your way. Richly-glazed A-O Tile reflects more light, helps you see what you're doing.

Ideas like this—and all the other ideas in this book—are easy to adapt to your own needs. For instance, if you're remodeling a big, old-fashioned kitchen, why not use some of the space for a built-in sewing area like this?

TILE installations can be adapted to suit your budget.

TILE SPECIFICATIONS: Both illustrations from Color Plate 42. Counter Tops and Wall above Range: 34 Berry Brown. Panel around Oven: 59 Parchment. Wall above Sewing Machine: 56 Leaf Green. Base: 49 Gloss Black. Floor: CB-620 Small Plaid; Dark Green, Pastel Green, Gray Granite.

Money isn't everything...

You don't need a lot of money to have a tiled bathroom. In this attractive room, tile has been used in only the more essential areas, yet its owners enjoy the countless extra practical advantages of tile. The tiled floor is easy to keep spotless, and it will wear and wear! . . . Yet, with all that, this sparkling bathroom costs far less than you would imagine!

A-O makes glazed china bathroom accessories to match your wall tile colors.

TILE SPECIFICATIONS: Color Plate No. 46. Walls: 28 Pearl Gray. Cap, Base and Strip: 21 Cornflower. Floor: 2 3/16" Light Gray Octagon with Cascade Dots.

Drama can be your keynote with TILE

Powder rooms are wonderful places for you to show your flair for originality. New as tomorrow, or mellowed with the charm of Colonial days, your powder room is lovelier—and easier to keep that way—with American-Olean Tile.

In both of these rooms, hand-decorated inserts add a note of interest. A-O offers you fourteen series of hand-decorated tiles, each with seven subjects. All are colored to harmonize with the wonderful array of A-O wall tile colors.

TILE SPECIFICATIONS : Color Plate No. 1. Wall: 28 Pearl Gray. Dado Band: 12 Buttercup. Base: 26 Clover Red. Decorative Inserts: Persian, H603-C324. Floor: O-1 Four-Inch Plaid, Cascade and Yellow.

TILE washes down easily

TILE SPECIFICATIONS : Color Plate No. 4. Walls: 59 Parchment. Feature Band: 34 Berry Brown. Inserts: Colonial Gentleman, H1-C341. Colonial Dame, H2-C341. Floor Border: Small Squares, Fawn Textone. Larger Squares, Rust Brown. Floor Center: 0-4 Special Four-Size Check; Light Varitone, Fawn Textone, Rust Brown, Black, and Buff.

Stylish tile colors keep their beauty

Real clay tile offers you many advantages. One of the best is that you don't have to worry about it, once it's installed. Wood or "resilient" floors need waxing and polishing, and sooner or later they have to be refinished or replaced. Painted surfaces must be repainted from time to time. Even the best wallpaper gets dull or fades. But tile just goes on forever! Twenty years after it's installed, its colors are fresh, its glaze is still sparkling.

TILE SPECIFICATIONS: Color Plate No. 33. Walls: 14 Spring Green. Cap and Base: 15 Sylvan Green, Strip: P-612, 15 Sylvan Green. Floor: Plaid; Yellow, Pastel Green and White.

Tile is lovely— for the life of your home.

TILE SPECIFICATIONS: Color Plate No. 32. Walls: 38 Butternut, with a band of 15 Sylvan Green. Ceiling: 11 Ivory. Counter Top: Medium Green, Pastel Green, and Canary Shadowflash. Floor: CB-638 Brickpoint Star; Black C.E., Sand Gray, Light and Dark Olive Textone, C.E.

A little tile can do a lot!

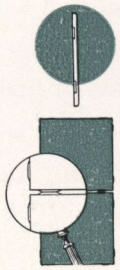
The labor-saving features of tile are especially important in certain key spots. Tile saves the day where grease from cooking has a way of collecting on walls and ceiling. Just a quick once-over and your kitchen is sparkling clean.

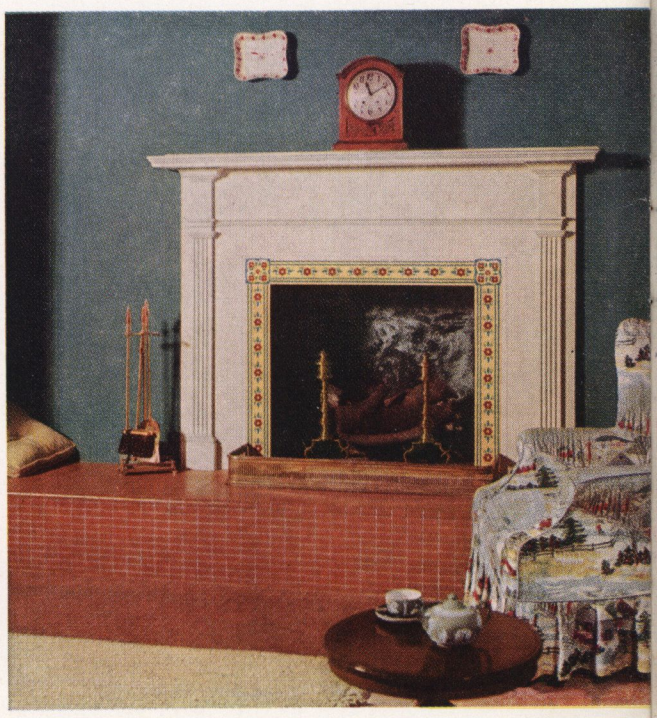
Nothing cleans so easily as real clay tile!

A tiled work surface can't be damaged by food stains, heat, or strong solutions, and you can keep its gleaming surface clean, so easily.

BETTER LOOKING INSTALLATION WITH AMERICAN-OLEAN SELF-SPACING TILE

Small projections on each edge of American-Olean wall tiles automatically space them evenly. This assures even joints for best appearance; more uniform joints for better grouting. These straight even joints, plus the sparkling color and texture of tile, are what make an American-Olean installation so outstanding.





Tile adds the perfect touch to your fireplace—it is colorful, decorative . . . and practical! There is no danger of heat or sparks marring tile, and decorative inserts add a bright point of interest.

TILE SPECIFICATIONS: Color Plate No. 40. "Colonial" Decorative Insert: H57-C523; Daffodil Background, Berry Brown Flower, Forest Green Stripe. Hearth and Floor: Rust Brown.

LIST No. 21

Virginia and West Virginia

VIRGINIA

ALEXANDRIA

Arban & Carosi
Jefferson Davis Highway
U. S. Route No. 1
Alexandria, Va.

ARLINGTON

Thomas E. Smoot
5124 N. 8th St.
Arlington, Va.

BRISTOL

Joe Rainero Tile Co.
922 Arlington Avenue
Bristol, Va.

CHARLOTTESVILLE

R. E. Johnson
P. O. Box 413
Charlottesville, Va.

DANVILLE

Cress Tile & Marble Co.
130-B Watson St.
P. O. Box 82
Danville, Va.

FREDERICKSBURG

Evans Tile Company
509 Hanover St.
Fredericksburg, Va.

HACKS NECK

E. A. Moore Co.
P. O. Hacks Neck
Accomac County, Va.

LYNCHBURG

Luther T. Cress
125 Pennsylvania Ave.
Lynchburg, Va.

NORFOLK

Ajax Tile & Marble Corp.
822 West 21st Street
Norfolk 7, Va.

Ferrell Linoleum & Tile Co.
326 West 21st St.
Norfolk 10, Va.

Z. V. Freeman Tile Company
848 West 44th St.
Norfolk 8, Va.

Grover L. White
730 Boush St.
Norfolk 10, Va.

PORTSMOUTH

Joshua Swain & Co.
2424 High St.
Portsmouth, Va.

Paul G. Youngk
3404 Commonwealth Ave.
Westhaven Park
Portsmouth, Va.

RICHMOND

H. F. Bernhard & Bro.
105 East Main Street
Richmond 19, Va.

R. S. Crump
3425 Delaware Avenue
Richmond 22, Va.

General Tile & Marble Co.
1216 Summit Ave.
Richmond 21, Va.

C. D. Gerhardt
2502 Webber Street
Richmond, Va.

Martin Tile & Marble Co.
301 N. Robinson St.
Richmond 20, Va.

Oliva & Lazzuri
701 W. Cary St.
Richmond 20, Va.

Richmond Tile & Mosaic Co., Inc.
P. O. Box 465
2309 West Cary St.
Richmond 20, Va.

ROANOKE

Marsteller Corp.
1809 Franklin Road
P. O. Box 810
Roanoke 14, Va.

E. V. Poff & Son
2312 Franklin Road, S. W.,
P. O. Box 1192
Roanoke, Va.

STAUNTON

Standard Tile Co.
621 N. Coalter Street
Staunton, Va.

WINCHESTER

Shenandoah Tile & Marble Works
17 Court Square
Winchester, Va.

WEST VIRGINIA

BECKLEY

Martina Tile Co.
477 Vance Road
Beckley, W. Va.

BLUEFIELD

Carter Tile & Specialty Co.
1205-11 Bluefield Ave.
Bluefield, W. Va.

Rudy's Tile Co.
212 North Street
Bluefield, W. Va.

CHARLESTON

Charleston Tile & Marble Works
524 Elizabeth St.
Charleston, W. Va.

CLARKSBURG

H. G. Post
356 Buckhannon Ave.
Clarksburg, W. Va.

HUNTINGTON

King & Pettersen Company
1228 Fourth Ave.
Huntington 1, W. Va.

PARKERSBURG

Parkersburg Tile Company
3912 Murdoch Ave.
Parkersburg, W. Va.

Executive Offices: **Lansdale, Pennsylvania**

Factories: Lansdale, Pennsylvania • Olean, New York

Member: Tile Council of America

You'll find endless new ideas... IN TILE

Here's a game room that's all set for fun at the drop of a hint!
You never have to "baby" this tile—it loves tough treatment!
Before the party or after it, tile is a cinch to clean up—
a quick swish with a damp cloth keeps it sparkling.

TILE SPECIFICATIONS: Color Plate No. 45. Walls: 85 Apricot, 99 Ebony, 29 Oyster Gray. Seagull Insert: L 7,8,9 -C1; 85 Apricot. Hand-decorated border: French, H60-C142. Floor: Main area, Brickpoint Squares; Slate Textone C.E. Game area: Cream field and Black lines. Stair Treads: 6"x6" Pavers; Sand Gray Textone.

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Mike Jackson, FAIA

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